



FRea

# Frea Project

## Joint Action plan - Activity 1.5

### *“Model of intervention - Toolbox”*

Analysis step  
*Essential Workation services features*  
*Questionnaire*

## Index

1. First step: Analysis/mapping of the essential services features from each partner .....	3
1.1 – Services’ features Questionnaire .....	3
2. Questionnaire specific objectives and results .....	4

## FRea

### 1. First step: Analysis/mapping of the essential services features from each partner

In order to be able to develop new potential tourist market segments, with particular attention to the principles of inclusion and sustainability, hospitality operators need adequate information to answer to customer needs so to launch or improve their business ideas. Smart working, e.g., a lot of times carried out in a holiday location (workation), represents a great potential for relaunching the economy of regions and inland areas and can help to deseasonalize traditional tourism.

Hence, by considering the results of the workshop and targeted trainings implemented in the first period of the project, a **cross-border mapping of the essential services features required by the tourism operators**, specifically oriented to workation, will be arranged to set out the categories of entrepreneurs which will be interested in developing new potential tourist market segments. In this way, the possible gaps with respect to the operators' and customers' needs will be highlighted in a cross-border approach. The first activity is related to the preparation of a specific questionnaire.

#### 1.1 – Services' features Questionnaire

The preparation of the questionnaire takes into preliminary account the activities conducted during the 2 workshops (Puglia and Montenegro) and the 3 training activities (Puglia, Albania, Molise). The underlying methodology involves administering the questionnaire to a selected basket of operators, based on a sampling procedure that takes into account the geographical location in the area. In particular, starting from a complete list of the tourism operators (Resorts, Residential Hotels, 2-3 Stars Hotels, Farmhouse, B&Bs) operating over the involved Partners' territories (a regional/national organization of tourism activities can provide the list), a stratified sample will be constructed.

The stratification will be carried out in terms of type/category of tourism operator as well as in terms of specific characteristic (socio-economic and/or environmental) of the sub-areas where the tourism operator is located over the Partners' territories. Each Partner will set up the classes to be considered for the stratification (for example, with reference to the geographical profile,

## FRea

midland/coastal/rural/mountain area).

Therefore, giving the total number of the tourism operators listed as above specified (population size), and by fixing an estimation error ranging from 7 to 9 per cent, the following sample sizes can be considered, for different levels of the population size:

Population size	Sample size	
	Error equal to 7%	Error equal to 9%
80	57	48
100	66	54
150	85	66
200	99	75

Evidently, after fixing the target sample size, the sample distribution is proportionally split among the different classes according with the percentage of the same classes.

Each partner will be able to optimize the composition of the sample taking into account its own specificities. The objective is to collect a minimum number of questionnaires useful for explaining the actual characteristics of the services requested on the topic of Workation.

Attachment: *FRea\_JAP\_1\_Questionnaire\_eng.doc*

## 2. Questionnaire specific objectives and results

The questionnaire, developed as part of the activities of the FReA Project (Interreg IPA South-Adriatic Program 2021-2027), represented a useful tool for analyzing the characteristics of the services provided by tourism operators with reference to the workation segment.

In fact, through the administration of the questionnaire, the aim was to collect information on the forms of workation introduced by the selected companies, as well as to measure, on a preliminary basis, their tourism innovation needs.



## FRea

The objective was to collect a basket of information on the tourist situation, which constitutes the basis for preparing initiatives aimed at encouraging the diffusion of new paradigms, but also concrete services for tourists.

Therefore, the questionnaire aimed to highlight the current state of diffusion of workation, its potential and the concrete difficulties in the processes of organizing and providing this form of tourism.

The questionnaire was divided into 6 sections:

- Section 1: General information,
- Section 2: Worktation offers,
- Section 3: Customer Experience and Feedback,
- Section 4: Promotion and marketing,
- Section 5: Future of workation,
- Section 6: Conclusions,

aimed at offering useful information to know the level of “adequacy” of the services offered by companies and the main critical issues. Therefore, an accurate compilation that responds to the company reality is required.

The purpose of the questionnaire was purely cognitive. The data provided, processed anonymously, will be used in aggregate form for statistical purposes only.

The companies that responded to the questionnaire will be involved in a subsequent in-depth process, through the organization of testing phases and B2B meetings.

## QUESTIONNAIRE RESULTS

The population of companies considered for the questionnaire administration activity was 243 units. The email addresses of the recipients were found in a special database available to the company, which was subjected to periodic updating checks.

The operators involved were selected on the basis of the ATECO 2007 Code (according to the ISTAT classification), which identifies the economic activity carried out by the company (hotels, B&Bs, resorts, agritourism activities, etc.), in order to identify operators actually active in the reference sector. All the selected companies were

## FRea

found to have at least one operational headquarters located in the Molise region.

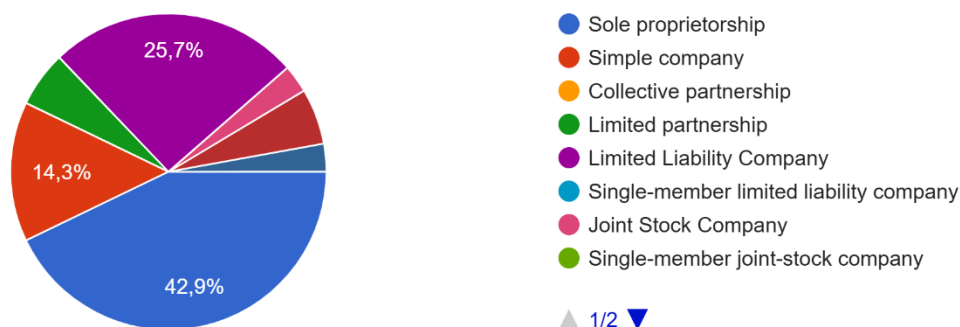
The total number of questionnaires collected is 35. Below are the main results that emerged and elaborated on the basis of the answers provided by the companies interviewed.

In Section 1: General information of the questionnaire (consisting of 6 questions), companies were asked to indicate, in addition to general data (such as name/company name, year of incorporation, registered and operational headquarters address, any membership in groups of companies etc.), the legal form of the company, the economic sector in which it operates and the reference market.

From the answers provided, it emerges that 42.9% of the companies interviewed have the legal form of a sole proprietorship, 25.7% of limited liability companies, 14.3% of simple companies, etc. Therefore, the analysis of this data confirms that the sole proprietorship represents one of the most used forms of doing business, as no particular formalities are required to set it up except for the opening of a VAT number. In fact, this is the simplest and least expensive legal form. This is followed by the limited liability company, with legal personality, which is responsible for the company's obligations only within the limits of the shares paid by each member.

### 2. Indicate the legal form of the company:

35 risposte



As regards the economic sector in which the interviewed companies operate, 14.3% of them carry out as their main activity classified with the ATECO Code 55.10 “Hotels and similar structures” (this class includes the provision of accommodation for visitors, generally on a daily or weekly basis, for short-term stays, facilities classified

## FRea

as follows provide furnished accommodation such as rooms and suites, sometimes

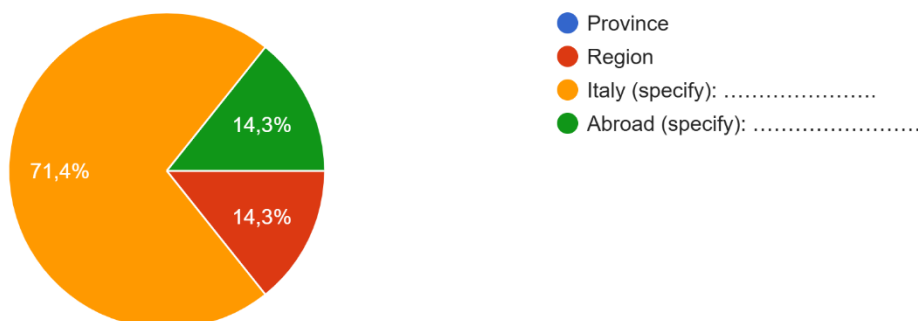
with kitchenettes, as well as daily cleaning and bed-making services and a range of additional services such as: catering, parking, laundry, swimming pools and gyms, recreational areas and conference and convention rooms. The following are excluded from class 55.10: the supply of furnished or unfurnished houses and apartments for longer stays, generally on a monthly or annual basis and activities connected with timeshare). This is followed, with 8.6%, by companies with ATECO Code 55.20.51 “Bed and breakfast accommodation for short stays, holiday homes and apartments, bed and breakfasts, residences” (i.e. supply of short-term accommodation in chalets, villas and apartments or holiday bungalows, cottages without cleaning services) and businesses with ATECO Code 79.11 “Travel agency activities” (this last group includes the activities of travel agencies and tour operators mainly engaged in the sale, organization and management of packages travel, tourist trips, transport and accommodation services for the public and commercial clients).

71.4% of the companies interviewed declare that their main reference market is the Italian territory, 14.3% the regional one and 14.3% abroad.

Only 2.9% of the companies interviewed declared that they are part of a group of companies, which can be briefly defined as a group of companies that are autonomous from a legal point of view, but directly connected to each other on a financial-organizational level and coordinated by a parent company.

#### 4. Indicate the main reference market:

35 risposte





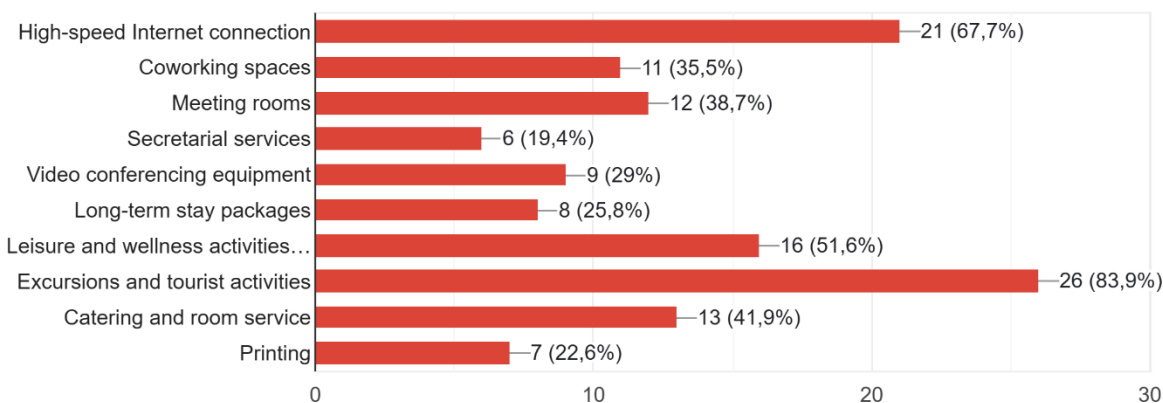
## FRea

In Section 2: Workation “offers” of the questionnaire (consisting of 4 questions), first of all, companies were asked if they offer specific packages for workation. 54.3% answered yes, while 45.7% answered no, as it is a new form of tourism that has only developed in recent years.

A particularly interesting piece of data emerges from the question, which asks companies to express an opinion on which work-related services they generally consider necessary, including: high-speed Internet connection; coworking spaces; meeting rooms; secretarial services; video conferencing equipment; long-term stay packages; leisure and wellness activities (yoga, gym, etc.); excursions and tourist activities; catering and room services; press.

8. In your opinion what services related to workation are generally fundamental ? (Select all applicable options)

31 risposte



83% of companies believe that a necessary service is the offer of **excursions and tourist activities**, a response perfectly in line with the neologism workation, which, as mentioned, represents a new trend in the world of work and tourism, allowing to combine work and holiday in a single context. They are followed by percentage: **high-speed Internet connection** with 67.7%; **leisure and wellness activities** (yoga, gym, etc.) with 51.6%; **coworking spaces** with 35.5%; **catering and room services** with 41.9%; **meeting rooms** with 38.7%; **videoconferencing equipment** with 29%; **long-term stay packages** with 25.8%; **printing** with 22.6%; **secretarial services** with 19.4%.

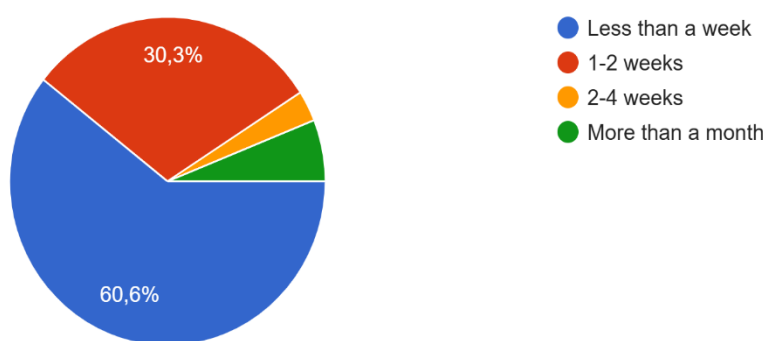


**FRea**

When asked about the average duration of workation stays offered at their facilities, 60.6% of companies responded “less than a week”, 30.3% “from one to two weeks”, 6.1% “more than a month” and 3% “two to four weeks”.

9. What is the average duration of workation stays that you provide/could provide at your facilities?

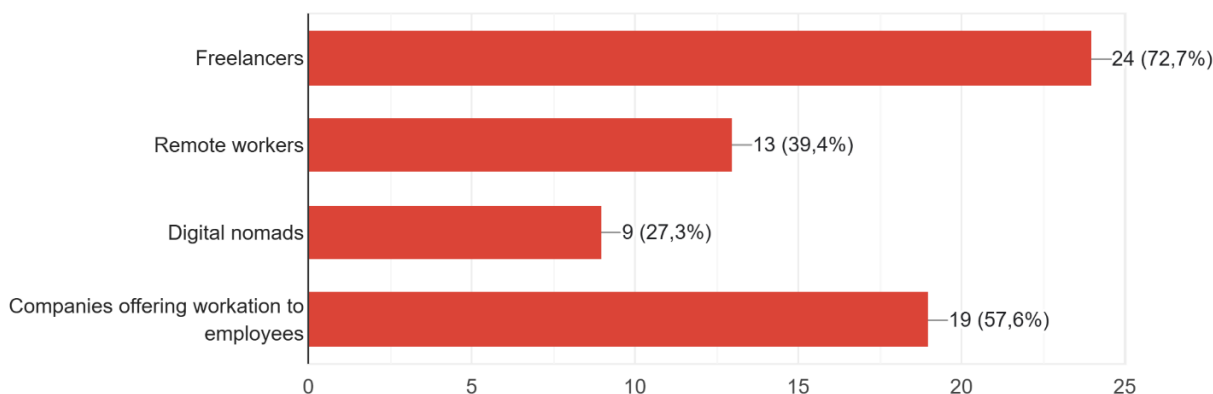
33 risposte



As regards the main target of the workation packages offered: 72.7% are represented by freelancers, 57.6% by companies that offer this working method to their employees; 39.4% from smart working employees and 27.3% from the so-called digital nomads. The latter is not negligible given that it is now recognized that digital nomadism can contribute to reducing the economic and social gap, attracting professionals and talents to the small towns and internal areas of our country.

10. Who is the main target of the services related to workation that you provide/could provide? (Select all applicable options)

33 risposte



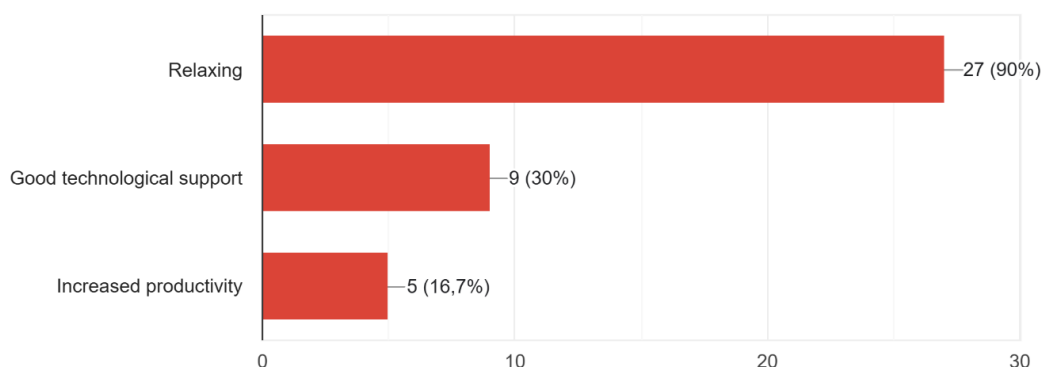
## FRea

In Section 3: Customer experience and feedback of the questionnaire (consisting of 5 questions), companies are asked to provide data on customer reactions to their workation offers. 54.3% of companies received feedback from customers, the remaining 45.7% did not. When asked about the general reaction of customers, 21 companies responded, all declaring (100%) that the reaction was positive.

The main advantages that customers report from workation offers are 90% relaxation, 30% useful technological support and 16.7% increased productivity, demonstrating the fact that working from one place different, such as a tropical beach or a pleasant mountain location, a more stimulating work environment can be created, with an increase in productivity and creativity.

13. What are the main benefits reported by customers regarding your workation offers?

30 risposte



The companies interviewed were then asked to highlight the main problems linked to the provision of work placements in rural areas:

- No wi-fi connection = 22.9%;
- The structures are not ready to offer this type of service = 25.7%;
- Cultural approach = 11.4%;
- Depopulation = 28.6%;
- Lack of attractiveness of tourist destinations located in internal areas = 48.6%;
- Staff training = 28.6%;
- Lack of knowledge of the potential coworker's needs = 25.7%;
- Other = 17.1%.

It is clear that the reduced accessibility penalizes the development possibilities of the

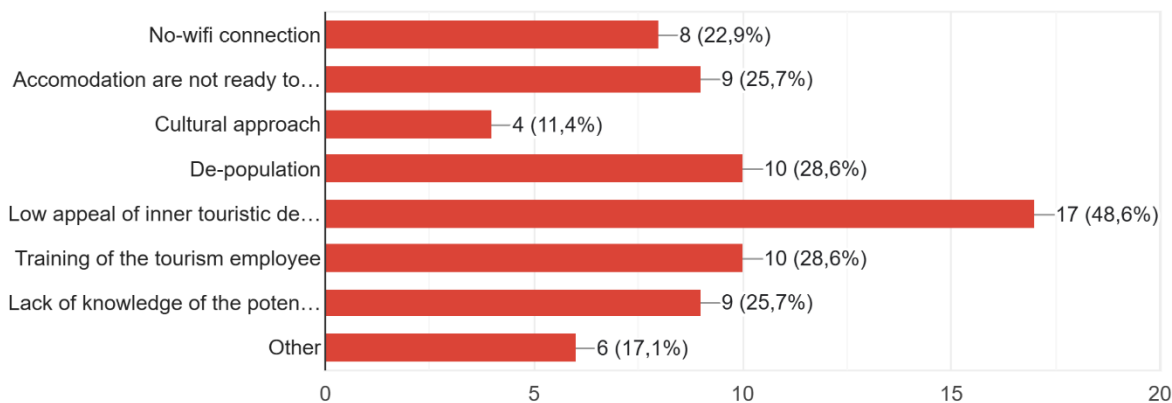


**FRea**

internal areas also in tourism terms.

14. In your opinion, which are the main problems to offer workation services in rural areas?

35 risposte

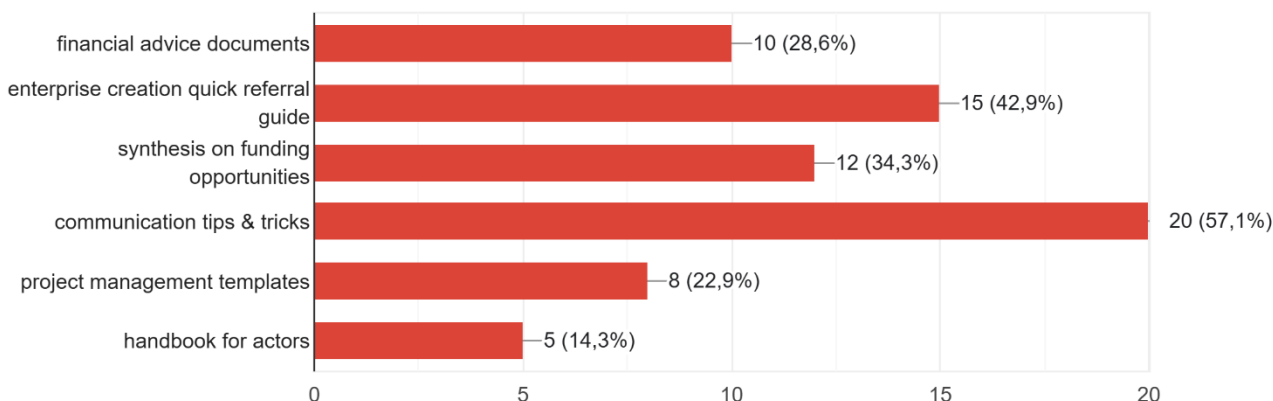


According to the opinion of the companies interviewed, the main tools for tourism workation operators are:

- financial consultancy documents = 28.6;
- quick guide to business creation = 42.9%;
- summary on financing opportunities = 34.3%;
- communication tips and tricks = 57.1%;
- project management models = 22.9%;
- specific manuals for operators = 14.3%.

15. In your opinion, which could be the main essential tools for workation tourism operators?

35 risposte

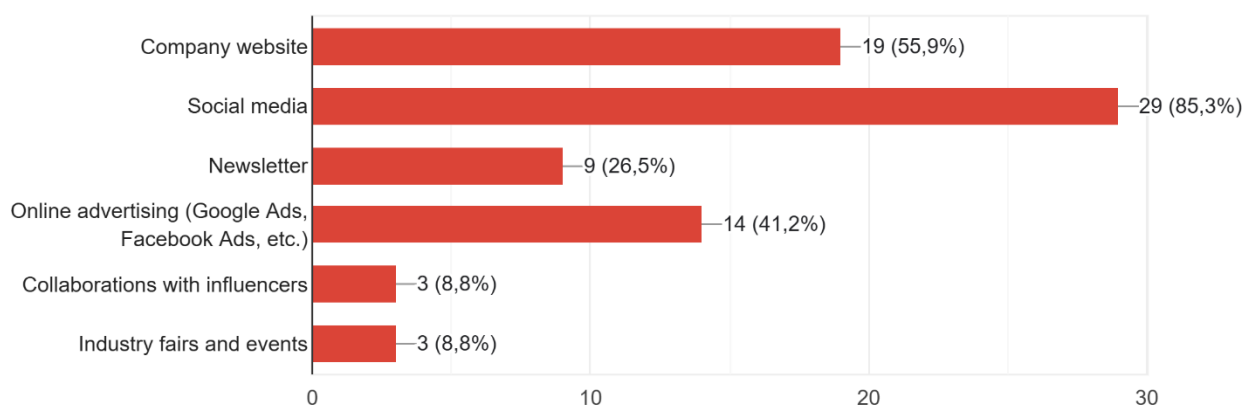


## FRea

In Section 4: Promotion and marketing of the questionnaire (consisting of 2 questions), they were asked to indicate which channels they mainly use to promote their workation offers and whether they have collaborations with other companies or platforms for promotional purposes.

16. Which channels do you mainly use to promote your workation offers? (Select all applicable options)

34 risposte



85.3% of the companies interviewed responded that they use social media, 55.9% use the company website, 41.2% use online advertising (Google Ads, Facebook, etc.), 26.5% to newsletters, 8.8% to collaborations with influencers and to trade fairs and sector events.

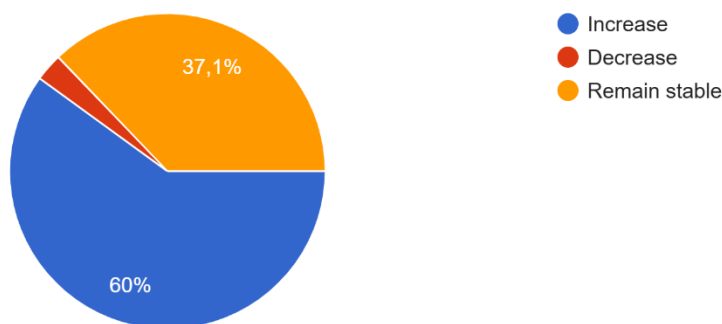
80% of companies do not have collaborations with other companies or platforms for promotional purposes, 20% do.

## FRea

In Section 5: Future of workation of the questionnaire (consisting of 3 questions), according to 60% of the companies interviewed the demand for workation will tend to increase in the next 2-3 years. 37.1% of companies have a contrary opinion, believing that this demand will remain stable, while 2.9% even maintain that it will decrease.

19. Do you think the demand for workation will increase, decrease, or remain stable in the next 2-3 years?

35 risposte



Interesting are the future plans that companies intend to implement to improve or expand their workation offers, which can be summarized as follows:

- Offer more services, collaborate with other activities or structures in the area, create a possible cohesion group for greater support and diffusion of regional realities.
- Expand the way you communicate.
- Construct new buildings and new rooms.
- Enhance coworking with meeting areas and video conferences.
- Expand with new offers such as an adventure park and ebike service.
- Investing in the sector to expand the offering of services.
- Improve knowledge of tourism typologies and create a network of local businesses to develop business tourism.
- Attract new tourists from everywhere.
- Promote the possibility of work from our accommodation facility through dedicated channels.
- Expand into foreign markets.

## FRea

- Improve workstations and collaborate with other entities to have meeting areas available.
- Create high-performance work stations in isolated natural environments.
- Learn more about social media advertising, have a good marketing strategy to maintain and increase the number of your customers with the increase in services.
- Promote the facility's services on the target markets, hoping for a local network for supplementary tourist offers.
- Expand the work areas and reading rooms, open a library.
- Focus on marketing.
- Increase quality.
- Expand the number of rooms and build a small spa.
- Be able to improve the structure externally.
- Modernize common areas for greater guest comfort.
- Focus on specific offers for workation tourists.
- Attend training courses in the hospitality industry.
- Constantly improve its packages to better serve customers. Expand your offering by adding more unique destinations, including remote and scenic locations that inspire creativity. Introduce customizable itineraries that will allow guests to seamlessly combine work and free time. Additionally, partner with local coworking spaces and wellness providers to offer tailored experiences that support productivity and relaxation. Creating unforgettable work experiences that rejuvenate the mind while keeping you connected
- Identify partners to offer tourist services in addition to accommodation and catering (excursions, guided tours, rental of transport vehicles, etc.).
- Try to make contact with tour operators who offer this action plan.
- Create packages for the foreign market.

Furthermore, companies were asked to provide an evaluation (with a score from 1 to 5, where 1 indicates that one totally disagrees and 5 that one totally agrees) with respect to the statements indicated below relating to the characteristics of the workation:

## FRea

Workation Key characteristics	Evaluation score (from 1 to 5)				
	1	2	3	4	5
1. Workation, as a new form of tourism, is a work model for the future	0 0%	1 2,9%	10 28,6%	14 <b>40%</b>	10 28,6%
2. Workation allows for a longer holiday stay	1 2,9%	0 0%	10 28,6%	12 34,3%	12 <b>34,3%</b>
3. Workation leads to an increase in demand for local products/services	0 0%	0 0%	10 28,6%	13 <b>37,1%</b>	12 34,3%
4. Workation allows an increase in the quality of life	0 0%	1 2,9%	12 <b>34,3%</b>	8 22,9%	14 40%
5. Workation ensures an increase in productivity	0 0%	1 2,9%	16 <b>45,7%</b>	8 22,9%	10 28,6%
6. Workation guarantees greater development of the tourism product	0 0%	1 2,9%	10 28,6%	12 34,3%	12 <b>34,3%</b>
7. What are the main reasons for requesting Workation? To escape the routine	2 5,7%	3 8,6%	10 28,6%	12 <b>34,3%</b>	8 22,9%
8. What are the main reasons for requesting Workation? Meet new friends	1 2,9%	6 17,1%	9 25,7%	13 <b>37,1%</b>	6 17,1%
9. What are the main reasons for requesting Workation? To prevent or address burnout (excessive fatigue)	1 2,9%	2 5,7%	13 <b>37,1%</b>	12 34,3%	7 20%
10. What are the main reasons for requesting Workation? To avoid feeling stuck in one place	1 2,9%	1 2,9%	13 <b>37,1%</b>	9 25,7%	11 31,4%
11. What are the main reasons for requesting Workation? Mental recharge	1 2,9%	1 2,9%	4 11,4%	10 28,6%	19 <b>54,3%</b>

Finally, in Section 6: Conclusions of the questionnaire (consisting of 1 question), companies were given the opportunity to add a further comment regarding their work experience or offer. The comments are summarized below:



## FRea

- *I would like to increase my offer with agricultural training for those interested in a return to nature.*
- *The customer is looking for equipped structures immersed in nature, to escape the wear and tear of city stress.*
- *I believe that working from a different location than usual has already been widely used since Covid. Molise, due to the quality of life, the air we breathe and above all the reasonable costs, would allow many people who live in large, chaotic and expensive cities to live more peacefully and therefore improve both the quality of life but above all the productivity at work.*
- *I would like to increase the languages spoken.*
- *Our offerings include refreshing weekend getaways and one-day retreats designed to recharge busy professionals. These mini getaways feature a combination of focused work time and recreational activities, allowing guests to maximize productivity while enjoying nature or vibrant local culture. We curate unique experiences, from scenic hikes to wellness workshops, ensuring that even a short break leaves a lasting impact. Our goal is to provide a quick yet enriching escape that revitalizes the mind and spirit, perfect for anyone looking to improve their work-life balance.*
- *Workation is often a solution to reconcile family needs (e.g. extended stays at the seaside for children who need them) with work needs.*